Martin Mark

Product & Design Direction

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— SINCE 2020

Head of Product Design at Hasura

— FORMERLY

Forma AI

○ DIRECTOR, PRODUCT   2019 – 2020

- Led the product team for our compensation optimization and processing platform.
- Re-aligned the company's product roadmap through client interviews and user testing.
- Led efforts for design-based prototyping to validate changes to the platform and upcoming offerings.
- Aggresively trimmed the cost of goods sold (COGS) and trimmed the users time to value (TTV).
- Worked on streamlining processes and creating a flexible platform for building (CI, integration, design system).
- Helped with packaging the product for the team's fundraise which led to a $5M Series A.

Rubikloud

○ UX DIRECTOR   2017 – 2019

○ SENIOR UX DESIGNER   2015 – 2017

- Led the UX design team for a retail data science startup.
- Hired and grew the design team while balancing product, engineering, and budget demands.
- Led the buildout of a code-driven style guide and prototyping systems used within the design team.
- Conducted user testing and experimentation with stakeholders to validate designs.

Freelance

○ PRODUCT DESIGNER   2013 – 2014

- Led the design and development of a B2C e-commerce website in the healthcare space which generated more than $5M ARR.
- Designed new product features for a number of startups such as BreakingData, PlateIQ, and SearchYourCloud.
- Drove agency contracts for StackAdapt and PaintNite's marketing sites.
- Completed sales and investment presentation preparation contracts for iHeartRadio and Keek.

ReachStreet

○ UX TEAM LEAD   2011 – 2013

○ UX DESIGNER   2010 – 2011

- Led the design team in the production of the company's location-based trivia application.

— SKILLS

Management

Product Management   OKRs & Planning

Design Ops   Career Coaching   Hiring

Performance Management

Design

Figma   Axure   Sketch   Photoshop

User Interviews   Analytics

Code

HTML / CSS   JS   Tailwind   AlpineJS

Svelte   Python   Git   Docker

Wordpress

— EXTRACURRICULARS

Method and system for generation of adjustable automated forecasts for a promotion

RUBIKLOUD, PATENT CO-AUTHOR   2018

Advanced Data Visualization (DS008)

RYERSON UNIVERSITY   2017/18

Guest speaker: data visualization in the enterprise

— OTHER WORK

- 2 years of implementation plan, workflow documentation, and QA for ThreePointTurn and TRO Maintenance Management
- 1.5 years of onsite contract cabling, networking, workstation, and MS Server support for PC Mechanix